

Volunteer Vacancy: Marketing and Communications

Aim: Empower Autism (Empower) seeks a dynamic, self-starter to assist our marketing and communication efforts. This volunteering opportunity is an excellent way to demonstrate your various strengths in communicating the vision and mission of Empower autism, while working for a well-known non-profit organisation enabling positive social change for and with autistic people. We are at an exciting stage in our brand journey, as we launched our new brand earlier in 2022, so you will be a core team member to the success of Empower Autism.

Responsibilities:

- Continue to develop, implement and deliver marketing campaigns, with appropriate audience targeting.
- Continue to develop and implement marketing campaigns across all platforms including Facebook and LinkedIn and other appropriate media (including new media, as they emerge) ensuring regular updates.
- Monitor, develop and maintain the Empower Autism website ensuring that it is engaging, innovative, up to date and is a true reflection of the organisation.
- Work with colleagues to ensure that internal communications effectively represent the Empower Autism brand and complements external marketing activities.
- Monitor, record and evaluate the effectiveness of communications and marketing strategies including online position and social media profile.
- Review analytics and act on results to improve future campaigns as appropriate.
- Continue to develop and maintain Empower Autism's audience/ contacts/alumni database.

Qualifications:

- Firm grasp of available tools and platforms in the social media space
- Completed or working toward a marketing degree (junior level and up), preferably in a related field (e.g., Marketing/Communications, Advertising or Public Relations)
- Previous internship or related experience in marketing or communications a plus
- Understanding of the basic principles of public relations and/or marketing
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- Possess excellent written and oral communication and interpersonal skills.

Start Date:

Position open until filled, requires 3 – 6 month commitment

Hours:

8-10 hours/week

Compensation:

This is an unpaid volunteering work

To Apply:

Please send cover letter, resume and writing sample to Bec Hogan, Manager of Partnerships and Fundraising, at bec@empowerautism.org.au